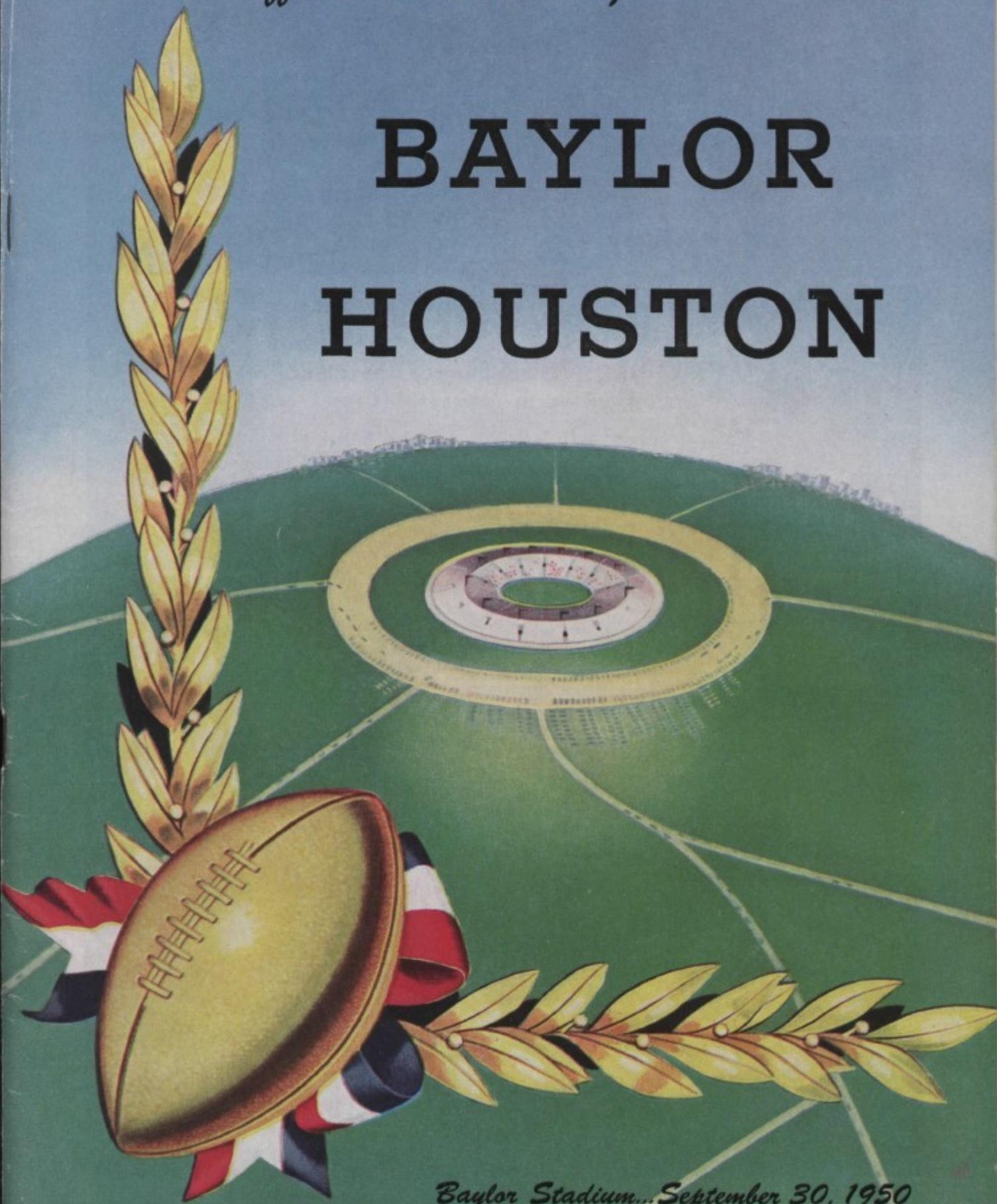


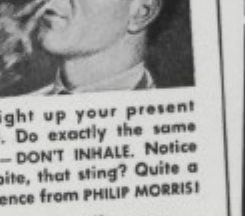
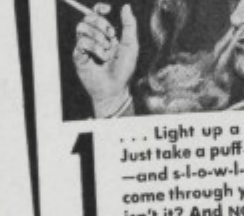
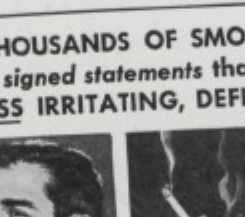
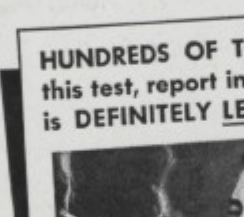
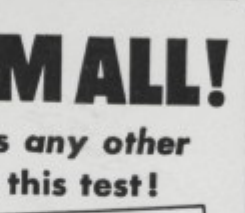
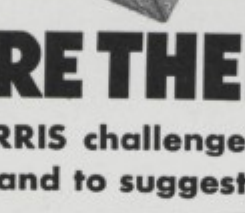
Twenty-five Cents

Official Dedication Program

BAYLOR HOUSTON



Baylor Stadium... September 30, 1950



WE DARE THEM ALL!

PHILIP MORRIS challenges any other leading brand to suggest this test!

HUNDREDS OF THOUSANDS OF SMOKERS, who tried this test, report in signed statements that PHILIP MORRIS is DEFINITELY LESS IRRITATING, DEFINITELY MILDER!



1 ... Light up a PHILIP MORRIS. Just take a puff—DON'T INHALE—and s-l-o-w-l-y let the smoke come through your nose. Easy, isn't it? And NOW ...

2 ... Light up your present brand. Do exactly the same thing—DON'T INHALE. Notice that bite, that sting? Quite a difference from PHILIP MORRIS!

Try this simple test. We believe that you, too, will agree ... PHILIP MORRIS is indeed, America's FINEST Cigarette!

NO CIGARETTE HANGOVER

means MORE SMOKING PLEASURE!



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Humble Esso Extra Gasoline was first in the field of post-war gasolines for post-war automobiles . . . is *still* the leader . . . with *extra* anti-knock performance, *extra* power, *extra* quick starting and pick-up . . . plus a patented solvent oil to keep engines *extra* clean. Many automobile dealers *recommend* Esso Extra gasoline to new car owners; drivers of *any* make and model will find Esso Extra's *extra* performance something *extra* for their money.

- Stop at any Humble sign for extra service . . . to fill up with Esso Extra gasoline . . . to change to Esso Extra Motor Oil.

Humble Esso Extra Motor Oil is the best you can buy. That is a statement of fact based on road tests and laboratory analysis. It is the *only* motor oil that combines *extra* cleaning quality, *extra* wetting ability, *extra* acid and sludge resistant characteristics with highest viscosity index. *Users* recommend Humble Esso Extra Motor Oil.

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TIMING . . . 10 WORLD'S FAIR GRAND PRIZES, 28 GOLD
MEDALS . . . HIGHEST OBSERVATORY ACCURACY HONORS



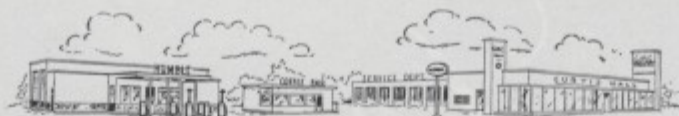
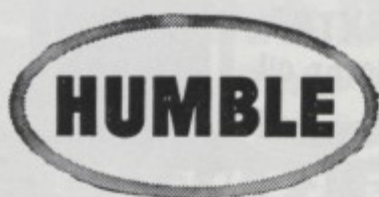
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SINCE 1866, WATCHES OF THE HIGHEST CHARACTER
LONGINES WATCHES from \$71.50; WITNAUER WATCHES from \$34.75



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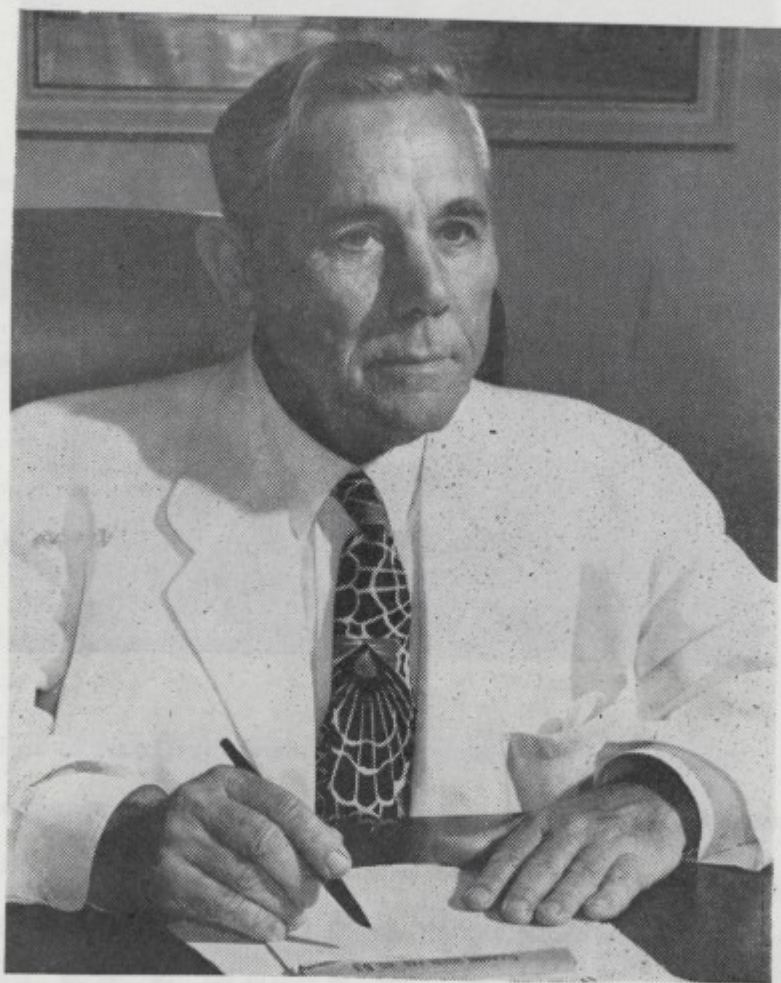


This great new Baylor stadium is merely the latest in an imposing array of physical evidences of the growth and expansion of one of Texas' most honored universities. Not only the football fans of the Southwest but all the citizens of Texas are proud of it, and of Baylor University. I congratulate the men and women of Baylor who headed the stadium drive and all others who had a part in its successful culmination.

Allan Shivers

Governor of Texas

—GUEST OF HONOR—



DR. HUGH ROY CULLEN



Baylor University is particularly happy to present to you the imposing splendor and comforts of a great modern stadium. Thrice welcome Former Students and Friends from everywhere. The visiting teams make us glad with their presence. Our warmest hospitality is extended them and their followers. The Citizens of Waco and Central Texas have a particular and peculiar welcome to a well-planned, efficiently constructed commodius stadium, commensurate with their fine support and spirit. You may look forward to some of the greatest gridiron classics of the nation right here in Waco in the years to come. We are grateful to the Stadium Corporation, our Ex-Students and Friends everywhere who have made possible this achievement.

We are deeply grateful that we can provide an adequate stage for the fine fettle and superb performance of our players.

Sincerely,
W. R. White
President,
Baylor University

BAYLOR TRUSTEES

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EDGAR E. TOWNE.....	First Vice-President
CHARLES R. MOORE.....	Second Vice-President
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Chairman Dedication Committee

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E. HERMOND WESTMORELAND
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KYLE M. YATES

Dedication Program

BAYLOR UNIVERSITY STADIUM

- 1:40 P.M.—Flight formation. Tribute to Stadium Dedication by Connally Air Force Base, Colonel Jack Sprague, Commanding Officer.
- 1:45 P.M.—Raising of Flag. Color Guard, Baylor Air ROTC, Colonel Paul H. Dellinger, Commanding Officer. Baylor University and University of Houston Bands participating.
- 2:00 P.M.—Kickoff for Baylor vs Houston Football Game.

HALF-TIME CEREMONY

A. Grady Yates, President Baylor Ex-Students Association, Chairman Dedication Committee, presiding.

Address—Honorable Allan Shiver, Governor of Texas

Introductions:

Dr. W. W. Kemmerer, Acting President, University of Houston

Dr. T. C. Carlson, Vice President, University of Arkansas

Dr. G. H. Richter, Dean, Rice Institute

Dr. Umphrey Lee, President, Southern Methodist University

Dr. M. E. Sadler, President, Texas Christian University

Dr. C. Clement French, Dean, Texas A.&M. College

Dr. J. Anderson Fitzgerald, Dean, College of Business, Texas University

Dr. W. W. Melton, President, Board of Trustees, Baylor University

Dr. D. W. Williams, President, Southwest athletic Conference

Dr. J. D. Bragg, Conference Representative, Baylor University

Address—Mr. Jack Kultgen, President, Baylor Stadium Corporation, who will present Stadium to Baylor University

Response—Dr. W. R. White, President, Baylor University, officially accepting Stadium for Baylor University

Introductions:

Dr. Hugh Roy Cullen and Dr. Lillie Cullen, Honored Guests, Houston

Address—Dr. Hugh Roy Cullen



DR. W. W. KEMMERER
Acting President University of Houston

BAYLOR'S PROPOSED STADIUM



Baylor's 49,000 seating capacity stadium. This stadium, one of the finest in the South, will be ready for the 1950 season.

"We are very proud to be identified as engineers for the beautiful new stadium of Baylor University. When completed we know that it will be one of the most comfortable, most economically built and most outstanding of the South."

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WINNING COLORS EVERY TIME!

The Red, White and Blue Package



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Drink...



Baylor Assistant Coaches

COACH SAUER



GEORGE H. SAUER—Baylor's youthful head football coach and Athletic Director—brings a brilliant nine-year coaching record and a sensational player past in his inaugural season in the Southwest Conference. Formerly, the ex-Nebraska All-American fullback had coached New Hampshire, Kansas and Navy, before accepting the dual post at Baylor late last January.

In his first seven terms as a head gridiron mentor, George Sauer produced three conference champs, (one at New Hampshire in his first year and two at Kansas). During those seven years, Sauer's record was 38 wins, 19 losses and five ties. The roughest schedule of the nation for two years at Navy has made his present record 41-wins, 32 losses and seven ties.

Born Dec. 11, 1910, the personable coach calls Lincoln, Nebraska home. In high school there he was a four sport star. Under Dana X. Bible he earned All Big Six fullback honors three consecutive years, 1931-32-33. During World War II, Sauer served as a Naval Officer, 18 months of his time being spent aboard the carrier Enterprise.

It didn't take the Bruin rein-master long to become personally acquainted with every prospect on the roster after he began his duties last Spring. He is patient to develop the best potentialities in his players, and doesn't like losers. Praise from the game-loving coach is a treasured honor for the Bears, and while he stresses, "It's a team—no stars," he won't miss the opportunity to point out a touch of greatness in one of his pupils.

BAYLOR COACHES

FLOYD A. "Uncle Jim" CROW has served in every capacity on the Bear coaching staff during his 30 years of continuous service. For his kindness and human understanding, "Uncle Jim" is one of the most beloved characters in Baylor history.

Besides being Assistant Athletic Director, Uncle Jim is chief scout for Baylor football teams. He is not only one of the Southwest's greatest scouts, but is recognized nationally.

He came to Baylor in 1920 after four years of immortal tackle play at Texas A&M and four years in World War I.

* * *

R. E. "Bill" HENDERSON is better known for masterminding Baylor cage quintets into national prominence. Four of his last five hardwood aggregations have finished first in the SWC. "Bill" has also been one of the strategists responsible for Bruin grid victories since 1936. This year he doubles as end coach. At Temple, Texas, High School he coached such football greats as Baylor's Botchey Kock (All-American guard, 1930), and Sammy Baugh. At Howard Payne he earned four letters in football, four in basketball and three in baseball and was elected captain of all three sports.

* * *

AUGUST M. "Mike" MICHALSKE was an immediate favorite with the Bruin forward wall prospects when he joined the staff last Spring. With his deep bass voice but quiet manner, Line Coach Mike stresses fundamentals to the limit.

His own football record is one of the most colorful in the country. For three years he was a versatile star at Penn State, playing guard, tackle, fullback and center. For the professional New York Yankees and Green Bay Packers Mike was a guard, six of his nine years being highlighted by All-Pro selection.

Born in Cleveland, Ohio, Mike celebrated his 44th birthday last April. His past coaching experience is seven seasons as head mentor at Iowa State and two years as line coach of the Baltimore Colts.

* * *

BACKFIELD COACH H. V. "Vic" BRADFORD has been teamed with head coach Sauer since service days as a player-coach at St. Marys Pre-Flight. In 1938, "Vic" quarterbacked Alabama to the Rose Bowl, but turned down play-for-pay football to go into baseball. His career with the New York Giants was cut short by World War II. Twice while at Alabama Vic was voted the "Outstanding Crimson Tide Athlete."

At Baylor he has taken up the tutelage of the diamond nine in addition to football coaching. Formerly a Naval Lieutenant, Bradford is a native of Memphis, Tenn.

* * *

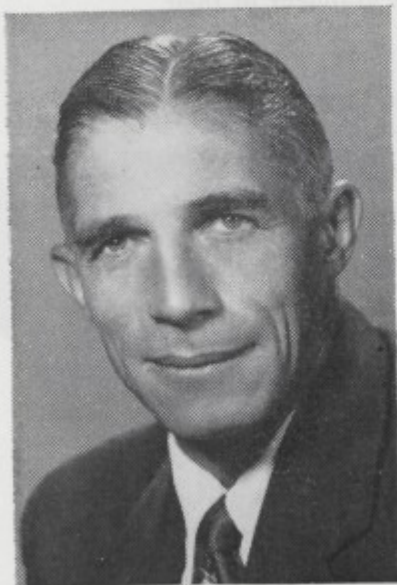
JACK WILSON has the double duties of football assistant and head track coach. One of Baylor's all-time great halfbacks from 1939-41, Jack played for two years with Los Angeles Rams after discharge from the Army.

The ex-Bear captain joined the coaching staff at Baylor in 1948. His principle job for 1950 is setting the secondary defense.

* * *

FRESHMAN COACH SAM BOYD is the most recent addition to the coaching staff. Another former Bruin grid captain, Sam graduated in 1939 after two years of All-Southwest end play. Before entering the Navy during World War II, Sam played football for the Pittsburgh Steelers. Now 35, Sam is a native of Cleburne, Texas.

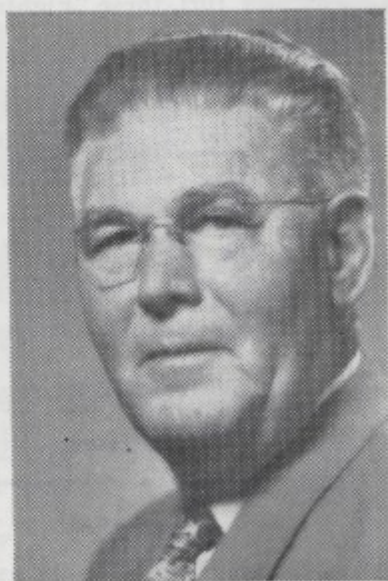
Baylor Assistant Coaches



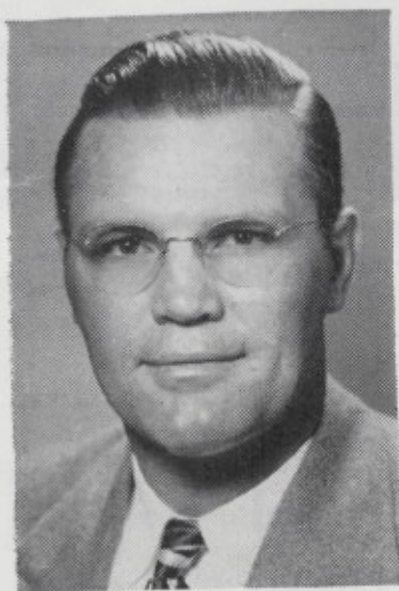
"MIKE" MICHALSKE
Line Coach



"BILL" HENDERSON
End Coach



"UNCLE JIM" CROW
Asst. Athletic Director



"VIC" BRADFORD
Offensive Backfield Coach



JACK WILSON
Defensive Backfield Coach



SAM BOYD
Freshman Coach

BEARS HAVE BIG JOB AHEAD

By FRANK CREASY

Athletic News Director

Honored by being the first football team ever to tread the Baylor Stadium turf, these "Fightin' Bears of 'Fifty" are challenged by the grandeur of their new home.

King Football will be 49 years old at Baylor this year, and will be paraded by Green and Gold wearers possessing unexcelled determination—win or lose. Since they inherited the task of defending Baylor's gridiron honor, this lusty corps of debutants have become instilled with a stimulating spirit; they are a well-conditioned, self-disciplined team that won't concede to any giant until the last fighting effort is made.

Sports scribes took a look at the list of 23 graduating stalwarts from 1949's brilliant Bruin squad, and logically, gave Baylor a cellar reservation for this year.

1950 FOOTBALL SCHEDULE

Sept. 23	Wyoming	at Laramie, Wyo.
Sept. 30	Houston	at Waco
*Oct. 7	Miss. State	at Shreveport, La.
Oct. 14	Arkansas	at Fayetteville
Oct. 21	Texas Tech	at Waco
‡Oct. 28	Texas A.&M.	at Waco
Nov. 4	TCU	at Fort Worth
Nov. 11	Texas	at Waco
Nov. 25	SMU	at Dallas
Dec. 2	Rice	at Waco

* Night Game, ‡ Homecoming

A lack of game-tested personnel missed the winning ledger in their seasonal opener against an inspired Wyoming last week. Rein-master George Sauer, hopeful for the future, but far from optimistic, summed up that upset with, "We were beaten by an inspired team. We made mistakes when they hurt the most, but I still feel confident that these Bears will become a well-knit, polished unit in a short time." The genial mentor then began directing a week's practice to eliminate those costly bobbles.

It's no accident that this eager bunch of Golden Bears are well-organized—hard work never was an accident. With the direction of a most capable coterie of coaches, these Bears have lent their fullest cooperation. And, as they move into their "Fittin' Home" today, the words of Coach Sauer best describe what can be expected. "It's a team—No Stars!"

I lead the crowd in "Rah Rah Rah"
To cheer the team we like;
But when it comes to cigarettes
I cheer for Lucky Strike!

I really am a Lucky guy.
Just got my Ph. D.
To prove to you how much I know,
L.S., sir means F.T.



Be Happy- Go Lucky!

Enjoy your cigarette! Enjoy truly fine tobacco
that combines both perfect mildness and rich
taste in one great cigarette - Lucky Strike!

Perfect mildness? You bet. Scientific tests,
confirmed by three independent consulting
laboratories, prove that Lucky Strike is milder
than any other principal brand. *Rich taste?*
Yes, the full, rich taste of truly fine tobacco.

Only fine tobacco gives you both real mildness
and rich taste. And Lucky Strike means fine
tobacco. So enjoy the happy blending that com-
bines perfect mildness with a rich, true tobacco
taste. Be Happy—Go Lucky!



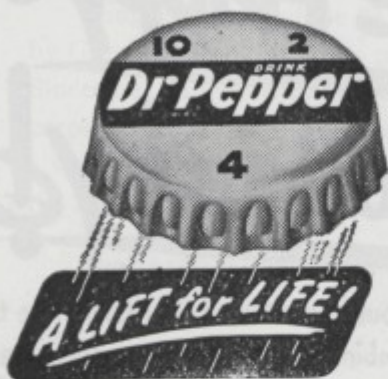
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Lucky Strike
Means Fine Tobacco

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Some claim this and some claim that,
But when all is said and done...
For full, rich taste and mildness, too,
Lucky Strike's the one!



Drink...



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October 12

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With The

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GID WALDROP, Conductor



GID WALDROP



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ADULTS \$5.00 (Tax Included)

STUDENTS \$2.50 (Tax Included)

INDIVIDUAL ADMISSION

ADULTS \$1.60 (Tax Included)

STUDENTS \$.80 (Tax Included)

ALL SEATS RESERVED

Tickets on sale at The Music Box—821 Austin Ave.

Baylor School of Music Office—Phone 34511; ext. 347



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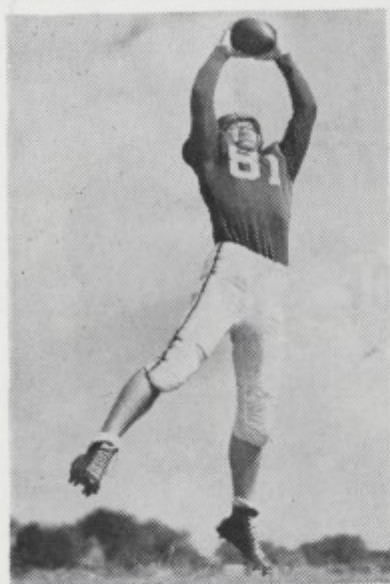


ALEXANDER KIPNIS

FOUR

GREAT

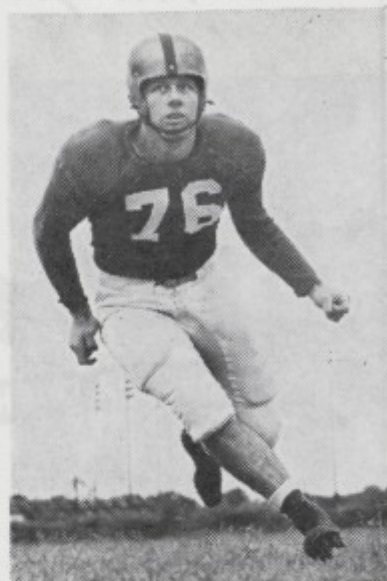
EVENTS



STAN WILLIAMS, End



DON CARPENTER, Halfback



STEVE DOWDEN, Tackle

*The Official Watch For Timing Today's Game Is
Longines—The World's Most Honored Watch*

BAYLOR FOOTBALL SQUAD!

Here is News of Interest



L. FRED AND SON will give each member of the Varsity football squad a Longines, the world's most honored watch, if the team wins first or second place in the Southwest Conference Race this year. Go in and fight!



Authorized Agency for Longines Wittnauer Watches

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No. 1—307 North 25th St.....Phone 2-7711

No. 2—3112 Corsicana Rd., Bellmead.....Phone 4-5531

No. 3—1812 North 15th St.....Phone 2-6751

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College Games
On Saturday
High School Games
On Friday

Basketball

Baylor S.W.
Conference

Baseball

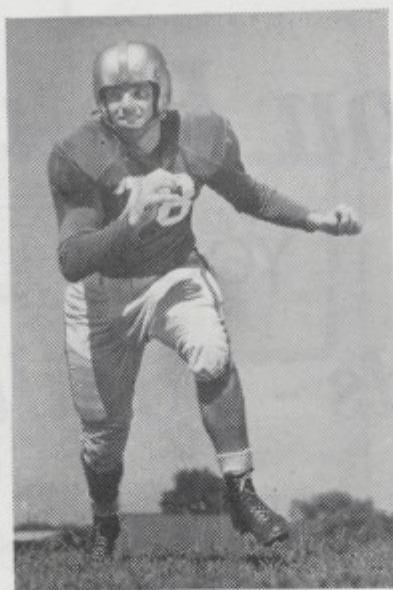
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Waco Pirates

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... before or after the game. .



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Enjoy the most
**DELICIOUS
FRIED CHICKEN**
You Ever Tasted

Football and Fried Chicken!
What a combination. . . and
for the best fried chicken you
just can't beat Youngbloods.
You'll cheer its golden brown-
ness, its tender, juicy flavor . . .
there's no better fried chicken
to be found.
Youngbloods is easy to reach
. . . just a few blocks from the
stadium.

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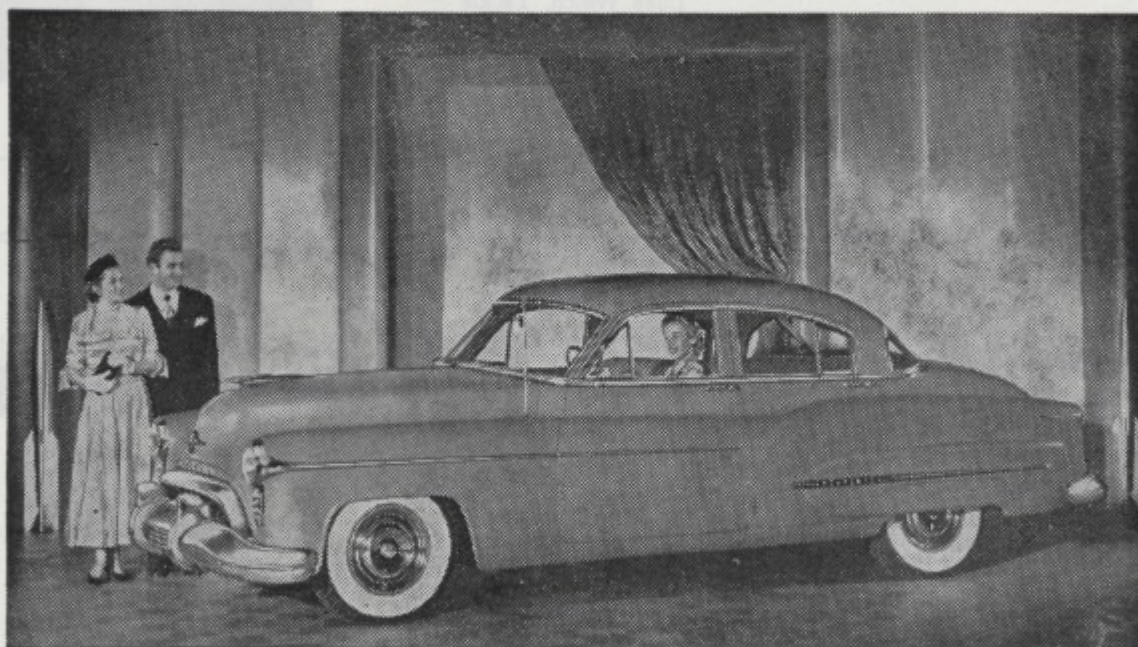
Waco, Texas

Gordon Rountree

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Olds - Cadillac

DEALER



Oldsmobile's 1950 Series "98"

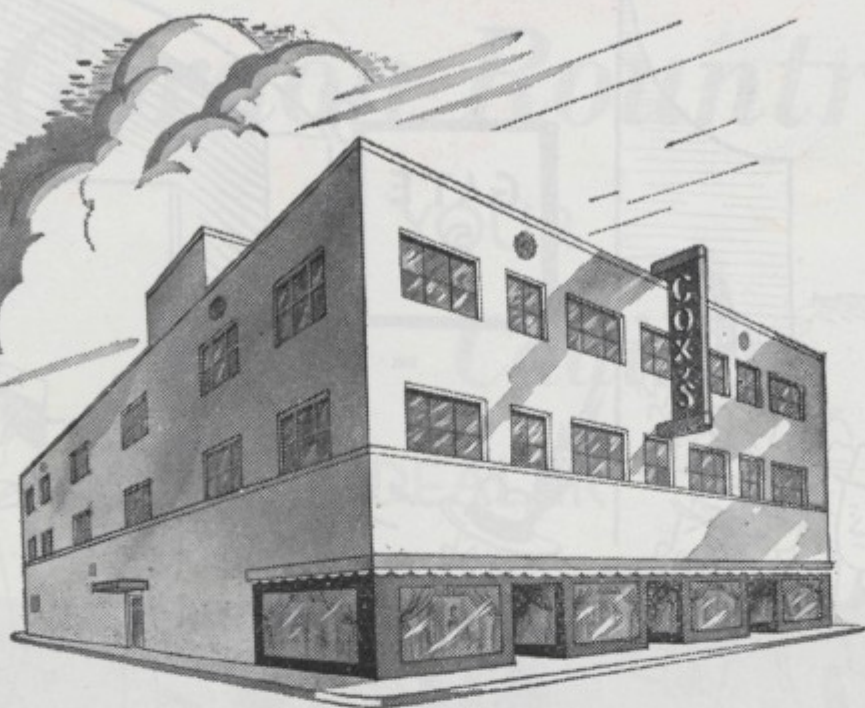
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Guaranteed The Golden Rule - Our Rule in Business
"Integrity all things - goods & service alike"

Have a Coke

DRINK

Coca-Cola

TRADE MARK

BAYLOR LINEUP (OFFENSE)

BY POSITION

LE Williams 81	LT Still 74	LG Bates 63	C Galloway 50	RG B. Reid 66	RT Dowden 76	RE Riley 85
----------------------	-------------------	-------------------	---------------------	---------------------	--------------------	-------------------

QB
Isbell
14

LHB
Jeffrey
40

RHB
Carpenter
27

FB
Boydston
35

HOUSTON LINEUP (DEFENSE)

BY POSITION

LE Muegge 88	LT Carroll 70	LG James 69	C Chambers 52	RG McKusker 66	RT Lackey 65	RE Giles 85
--------------------	---------------------	-------------------	---------------------	----------------------	--------------------	-------------------

Linebacker
Koonce
43

LHB
O'Hara
21

RHB
Clapp
22

Safety
McNeil
35

GAME OFFICIALS

Referee: L. W. "Bear" Curfman (Texas Tech); Umpire: D. Elliott Chipps (TCU); Head Linesman: Earl H. Dayvault (Texas); Field Judge; Clifford Dominique (Texas A and M).

WACO COCA-COLA BOTTLING COMPANY

BAYLOR SQUAD

12—Kincannon, '53	B	19	6'2"	180
14—Isbell, '52	B	20	6'2"	182
15—Alford, '52	B	20	6'	185
17—Fry, '51	B	21	6'3"	184
18—R. Reid, '52	B	20	6'1"	180
19—Davidson, '53	B	17	6'	170
20—Schleuning, '52	B	21	5'10"	140
23—W. Davis, '52	B	20	5'11"	155
24—Curtis, '51	B	24	5'11"	166
25—Shannon, '51	B	24	5'10"	172
26—Mott, '51	B	22	5'10"	152
27—Carpenter, '53	B	20	6'	167
28—Hinson, '53	B	19	6'1"	180
29—Bouldin, '53	B	19	5'11"	176
30—Parma, '53	B	19	6'	189
31—Newberry, '53	B	19	6'1"	193
33—Sugar, '53	B	22	5'10"	185
34—Scarborough, '53	B	20	6'	188
35—Boydston, '51	B	22	5'11"	180
37—A. Sweet, '51	B	23	5'11"	190
40—Jeffrey, '51	B	21	5'11"	187
41—Jones, '53	B	19	5'11"	177
42—Patton, '53	B	19	6'	180
43—B. Sweet, '53	B	20	5'11"	175
44—Bramblitt, '53	B	20	6'	191
45—Burris, '52	B	19	5'11"	171
46—Day, '53	B	20	5'8"	165
47—Brooks, '53	B	18	5'8"	155
48—Leach, '53	B	19	5'11"	192
50—Galloway, '52	C	20	6'4"	196
51—Taylor, '51	C	21	5'11"	183
53—Walker, '53	C	20	6'	205
54—Cochrane, '51	C	21	6'1"	203
55—Sisco, '53	C	18	6'1"	195
56—James, '53	C	18	6'	181
57—Brocato, '53	C	20	5'11"	182
60—Calhoun, '52	G	21	6'1"	211
61—Athey, '53	G	19	6'	208
62—Spear, '53	G	19	6'1"	197
63—Bates, '52	G	23	5'10"	188
64—J. Davis, '53	G	20	5'11"	205
65—Driver, '52	G	20	6'	185
66—B. Reid, '51	G	20	6'1"	198
67—S. Davis, '53	G	20	6'1"	200
68—Forren, '51	G	21	5'10"	197
69—Kazanas, '52	G	21	5'11"	186
70—Nixon, '52	T	21	6'	212
71—Forson, '52	T	21	6'2"	215
72—Weis, '51	T	21	5'11"	218
73—Still, '51	T	21	6'	190
74—Moak, '53	T	19	6'4"	215
75—J. Mehaffey, '53	T	19	6'1"	222
76—Dowden, '52	T	21	6'2"	210
77—Hancock, '52	T	22	6'2"	230
78—Welch, '52	T	20	6'2"	210
79—Casner, '52	T	20	6'2"	220
80—W. Mehaffey, '52	E	20	6'1"	183
81—Williams, '52	E	20	6'2"	192
82—Downs, '51	E	22	6'3"	200
83—Dickerson, '51	E	23	6'	180
84—Cook, '51	E	24	6'2"	185
85—Riley, '52	E	22	6'2"	198
86—Lipscomb, '52	E	20	6'	185
87—Wright, '53	E	20	6'1"	185
88—Trout, '52	E	19	6'2"	190
89—Broom, '52	E	19	6'1"	195
91—Elam, '53	E	19	6'1"	190

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ONAL SURVEY



HOUSTON SQUAD

10—Chism	B	24	6'1"	190
11—Rogers	B	19	6'2"	195
12—Haas	B	20	6'	175
13—Clark, J.	B	21	6'3"	175
14—Hartsell	B	22	5'10"	160
20—Ramsey	B	21	5'9"	168
21—O'Hara	B	21	5'10"	170
22—Clapp	B	19	6'	172
23—Baldridge	B	19	5'11"	175
24—Shannon	B	22	5'11"	180
25—Vise	B	20	5'11"	185
30—Golden	B	20	5'8"	160
31—Mittag	B	20	6'	180
32—Hopson	B	19	5'10"	165
33—Clark, M.	B	22	5'9"	168
34—Collier	B	18	5'11"	180
35—McNeil	B	21	5'9"	170
40—Baker	B	24	6'	186
42—Bidwell	B	20	5'8"	175
43—Koonce	B	23	6'	195
45—Owens	B	22	5'11"	190
50—Van Haverbeke, L.	C	28	6'4"	190
51—Snokhous	C	21	5'11"	190
52—Chambers	C	19	6'	197
55—Van Habergeke, J.	C	19	6'2"	185
56—Rister	C	21	6'	200
60—Miller	G	25	6'1"	190
61—Landers	G	22	5'10"	205
62—Humble	G	22	5'11"	180
63—Griffith	G	19	5'11"	192
64—Holloway	G	22	5'10"	200
65—Lackey	G	20	6'	200
66—McKusker	G	20	6'2"	201
67—Dewberry	G	19	6'	180
68—Sugarek	G	20	5'10"	188
69—James	G	19	6'1"	208
70—Carroll	T	20	6'4"	235
71—Carr, S.	T	21	6'4"	230
72—Nohavitza	T	22	6'1"	205
73—Moore	T	23	6'2"	215
74—Petty	T	21	6'1"	197
75—Rhodes	T	21	5'10"	200
76—Cowen	T	21	6'4"	225
77—Holt	T	23	6'4"	260
78—Moeller	T	23	6'	205
79—Gregory	T	19	6'	215
80—Gillis	E	19	6'6"	210
81—Jinks	E	21	6'1"	170
82—Kramr	E	19	6'1"	178
83—Roddy	E	21	6'4"	192
84—Grierson	E	19	6'1"	193
85—Giles	E	22	6'4"	195
86—Hampel	E	18	6'5"	195
87—Gregg	E	21	6'	190
88—Muegge	E	22	6'1"	185
89—Ralson	E	20	6'2"	195

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Have a Coke

DRINK

Coca-Cola

TRADE-MARK

HOUSTON LINEUP (OFFENSE)

BY POSITION

LE Gregg 87	LT Cowen 76	LG Holloway 64	C Chambers 52	RG Miller 60	RT Moeller 78	RE Jinks 81
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QB
Hartsell
14

LHB
Clark, M.
33

RHB
Shannon
24

FB
Baker
40

BAYLOR LINEUP (DEFENSE)

BY POSITION

LE Cook 84	LT Welch 78	LG Athey 61	C Galloway 50	RG Hancock 77	RT Casner 79	RE Downs 82
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Linebacker
Boydston
35

LHB
Curtis
24

RHB
Jones
41

Safety
Mott
26

GAME OFFICIALS

Referee: L. W. "Bear" Curfman (Texas Tech); Umpire: D. Elliott Chipps (TCU); Head Linesman: Earl H. Dayvault (Texas); Field Judge; Clifford Dominique (Texas A and M).

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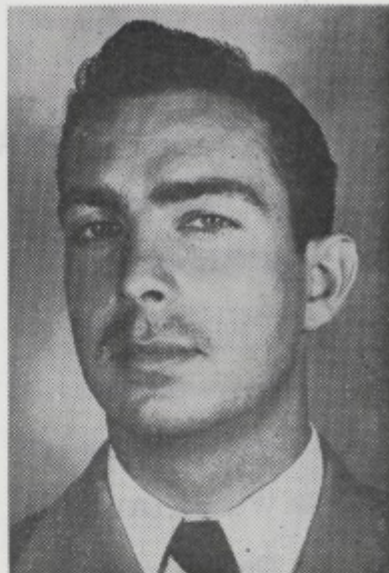
1460
On Your
Dial



HARRY FOUKE



CLYDE LEE



ELMER SIMMONS

ATHLETIC DIRECTOR, Harry Fouke. A former Rice Institute grid stalwart, in his fifth year with the University of Houston. He is also golf instructor as well as physical education director.

HEAD COACH, Clyde Lee. A former University mentor, Lee took on the head coach duties at the University of Houston two years ago. A conscientious and indefatigable coach, Lee is well-liked by all players and assistant coaches alike. He is a graduate of Centenary College; a former Kilgore Junior College coach; and a veteran of the Navy in the last World War.

BACKFIELD COACH, Elmer Simmons. A former University of Tulsa star who saw action in three post-season football games; Sun Bowl, Oil Bowl, and Orange Bowl. He is in his third year with the University of Houston.



LOVETTE HILL



BOB EVANS



JIM AUSLEY

LINE COACH, Harden Cooper, (Not Shown). A Former College All-Star who saw action in the 1948 game against the pros at Chicago. Cooper is also a former star from Tulsa U. This is his first year as a coach.

END COACH Lovette Hill. Another Centenary athlete, Hill is in his second year at Houston. He's coached several Texas High Schools, including Mineral Wells and Granger. He doubles as head baseball coach for the Cougars.

FROSH COACH Bob Evans. Formerly Evans was with the Chicago White Sox baseballers and graduated from Texas U. He was a Navy physical education officer WW II.

TRAINER Jim Ausley is a University of Houston graduate and in his third year as trainer.

1950 COUGAR SCHEDULE

Sept. 23 St. Bonaventure (H)
Sept. 30 Baylor (A)
Oct. 7 Trinity (A)
Oct. 14 Louisiana (H)
Oct. 20 Hardin-Simmons (A)
Oct. 28 Wichita (A)
Nov. 4 Open
Nov. 11 North Texas (H)
Nov. 18 William and Mary (H)
Nov. 24 Midwestern (H)
Dec. 2 Tulsa (H)



MOELLER, Guard

Houston

By JIM CLEMENS
Sports Promotion Director

The University of Houston, second largest enrollment in the state with approximately 14,000 students for the 1950-51 term, will field its first all-varsity team with 60 players this season. Previously the University used freshman on the squad, but under the Missouri Valley Conference ruling, of which Houston became a member this year, freshmen must play one year of frosh football to qualify for the varsity squad.

The "Cougars" of Houston will take on their "toughest" football schedule of their college's history this year, and in 1951 they will enter



CLARK, Halfback



GENE SHANNON, Halfback

1949 COUGAR RESULTS

UH		OPP.
13	William and Mary	14
26	Wichita	6
28	Southwestern	7
14	West Texas	13
27	Hardin-Simmons	27
21	Midwestern	33
14	St. Bonaventure	20
23	North Texas	28
28	Trinity	21
35	St. Louis	0

Cougars

Missouri Valley Conference competition. Houston's senior college football dates back to only 1945 when they fielded their first varsity team.

On the University campus much work is in progress. Five new dormitories will be completed late this year or early next. A new four and a half million-dollar administration building was completed prior to opening of the fall term. A new million-dollar library will be completed along with the dorms, and many other new structures are in the making with the newly announced \$10 million long range building program.



GREGG, End

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Good





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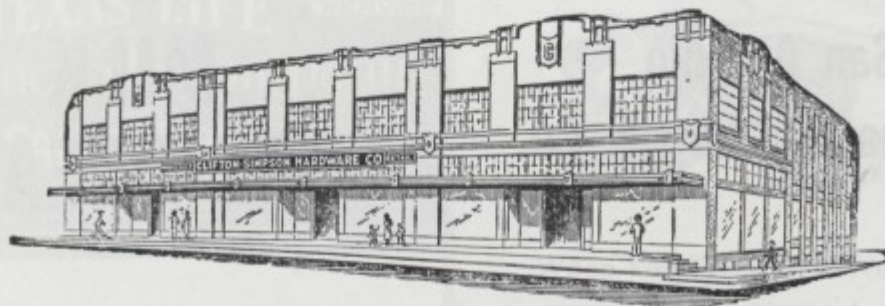
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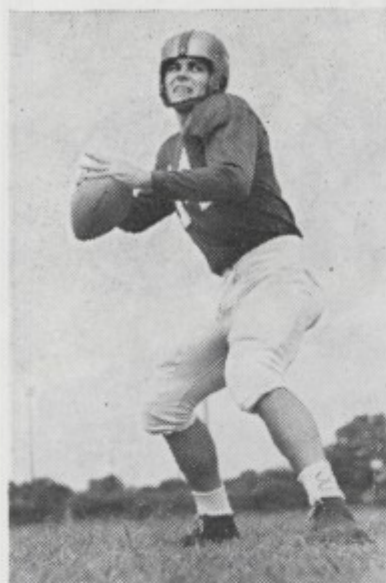
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LARRY ISBELL, Quarterback



HAL RILEY, End



KEN CASNER, Tackle

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<small>Wm. D. MAYFIELD, President</small>		<small>HOME OFFICE, WACO, TEXAS</small>

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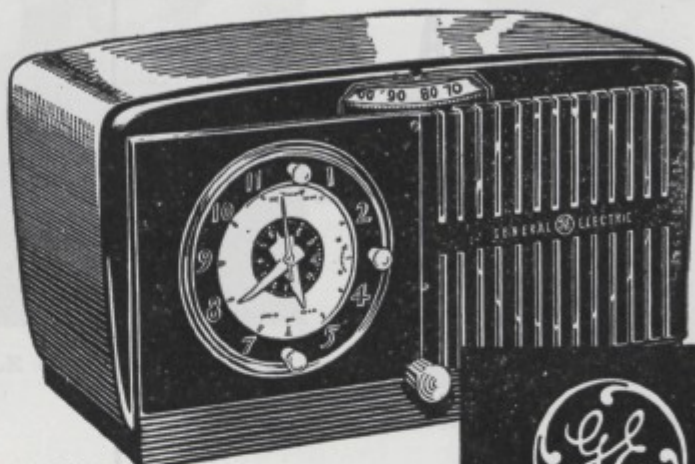
BAYLOR FRIENDS

Fight 'Em Bears

Portable



Model 600



Model 515

Tops in eye appeal and ear appeal as well. Color-styled in fawn tan, marine green, or gay maroon to accent vacation moods. What power! What tone! Super dependable! These compact, light-weight, 3-way radios operate anywhere—on AC-DC or batteries. Get yours *now* while stocks are complete.

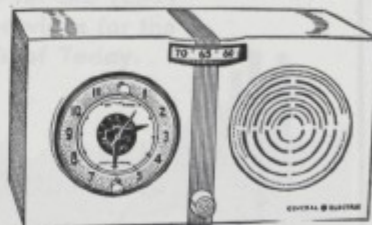
The One Radio for
EVERYONE!

Ideal for bedroom, kitchen, all rooms! Wakes you, lulls you to sleep to *music*...turns on dozens of electric appliances *automatically*! Tells time, even in dark. Congo brown plastic. Model 515.



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Say goodbye to jangling alarms with this new G-E Clock-Radio. Fine-toned radio—G-E electric clock. Alabaster ivory (Model 511, right) or Congo brown plastic cabinet.



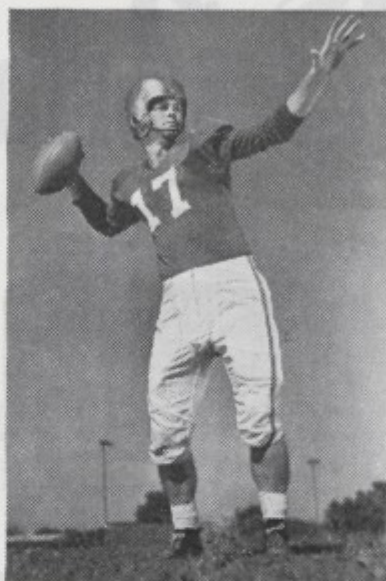
Model 511

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Good Luck Bears!

**A
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HAYDEN FRY, Quarterback

The BAYLOR STADIUM

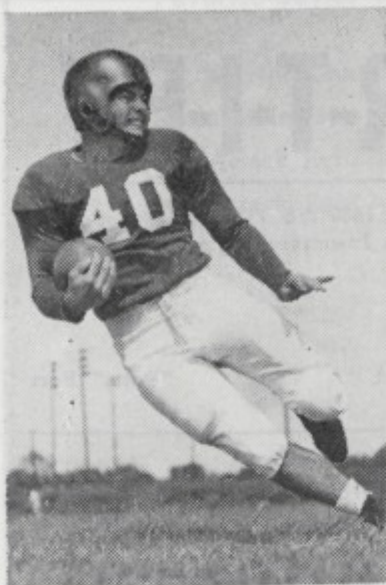
**A TRIBUTE To The LOYALTY
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**And To The FIGHTING SPIRIT
Of The GREEN and GOLD**

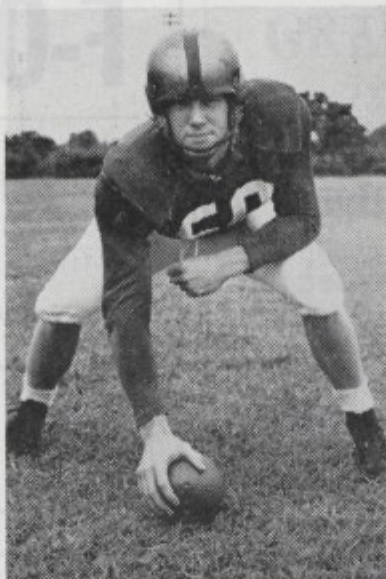
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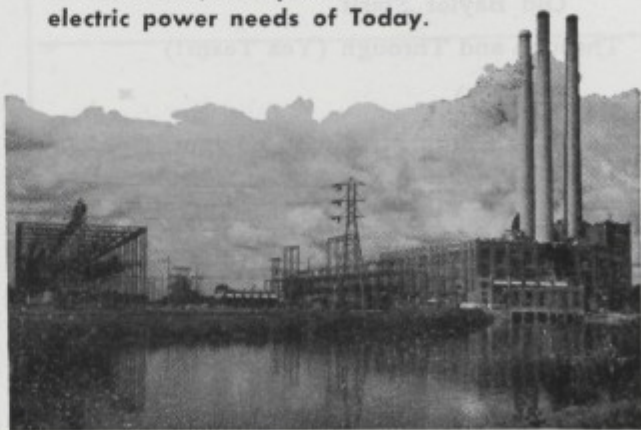
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Texas Power & Light Company, at mid-century, has planned years ahead . . . is constantly preparing its generating and distribution system to meet the ever-increasing demand for electric power to serve home, farm, business and industry. Just recently the Company added 70,000 kilowatts capacity to its Trinidad power plant, increased the capacities of its plants at Waco and

Brownwood, built a new generating station at Clarksville, and work is now in progress on construction of a new power plant at Gainesville.

TP&L will continue to build and plan . . . continue to plan ahead for the Texas of Tomorrow, as it provides for the electric power needs of Today.



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THAT GOOD OLD BAYLOR LINE

That good old Baylor Line,
That good old Baylor Line,
We'll march forever down the years
As long as star shall shine.
We'll fling our Green and Gold afar
To light the ways of time,
And guide us as we onward go
That good old Baylor Line.

"FIGHT SONG"

Come on and Bear down,
Till you wear down,
Till you wear down every foe.
We're behind you, Baylor Bears
Victory is ours not theirs.
Come on and fight on
And go right on
Turn your might on ever go.
You can win if you'll Bear down
You Bears of Baylor.

"NEW FIGHT SONG"

Bear down, you Bears of Old Baylor U.
We're all for you. (Rah! Rah!)
We know you'll show the Dear
Old Baylor Spirit
Through and Through (Yea Team!)
(Chorus)
Get in and Fight then with all your
Might, you Bruins bold
We'll win all our victories
For the Green and Gold
(Chant)
Fight, Fight, Baylor U.
We're for You (Rah! Rah!)
We'll win through (Yea Team!)
(Repeat Chorus)

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Attack, fight back!

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(Slow) B-A-Y-L-O-R

BEARS FIGHT, BEARS FIGHT

(Faster) B-A-Y-L-O-R

BEARS FIGHT, BEARS FIGHT

(Very Fast) B-A-Y-L-O-R

S-s-s-s-s-s-s-s-s-s-

BOOM! (Pop sacks)

BAYLOR!

"Baylor Whisper Yell"

(Whisper) B-B-BAY—L-L-LOR
BAY-LOR, BAYLOR

(Talk) B-B-BAY—L-L-LOR
BAY-LOR, BAYLOR

(Yell) B-B-BAY—L-L-LOR
BAY-LOR, BAYLOR

"Long Yell"

BAYLOR BEARS FIGHT
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FIGHT HOLD GREEN GOLD

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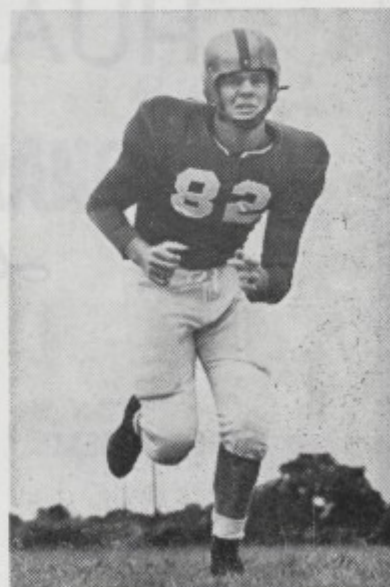
Rosebud Moody Eddy Kileen



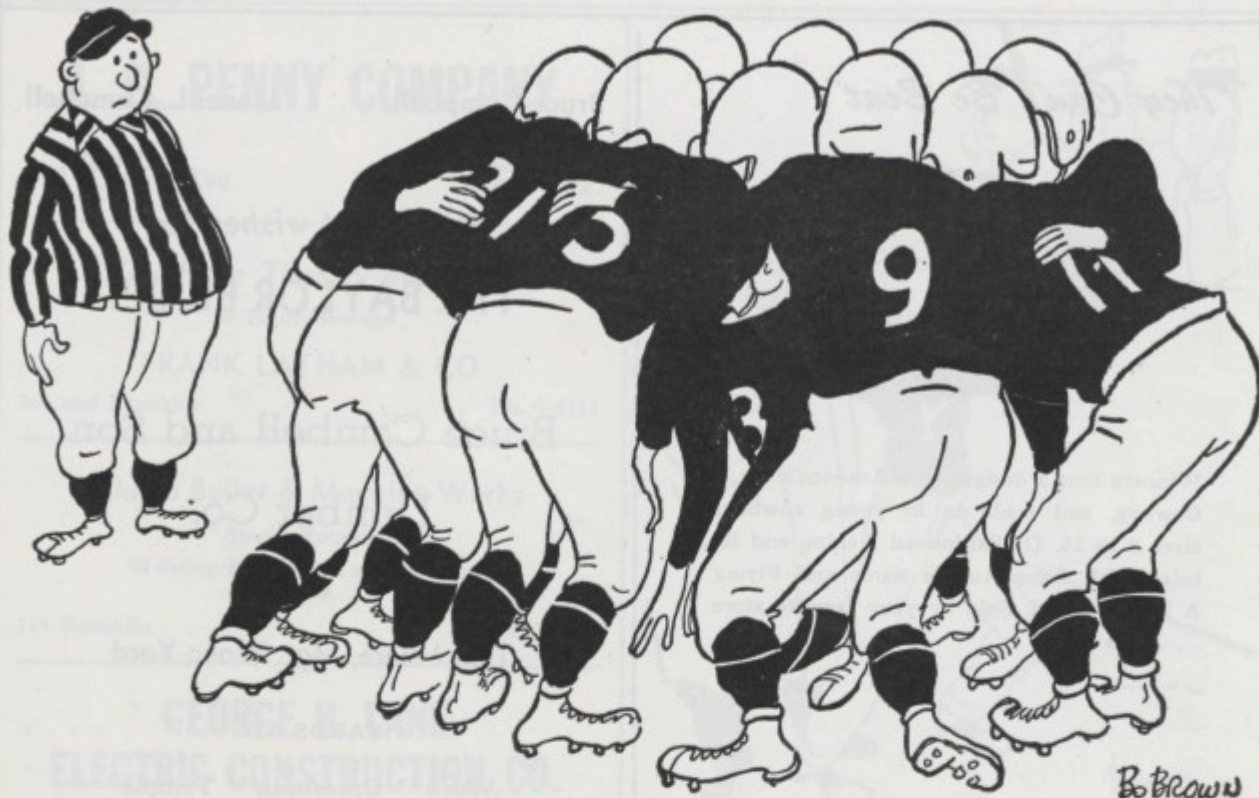
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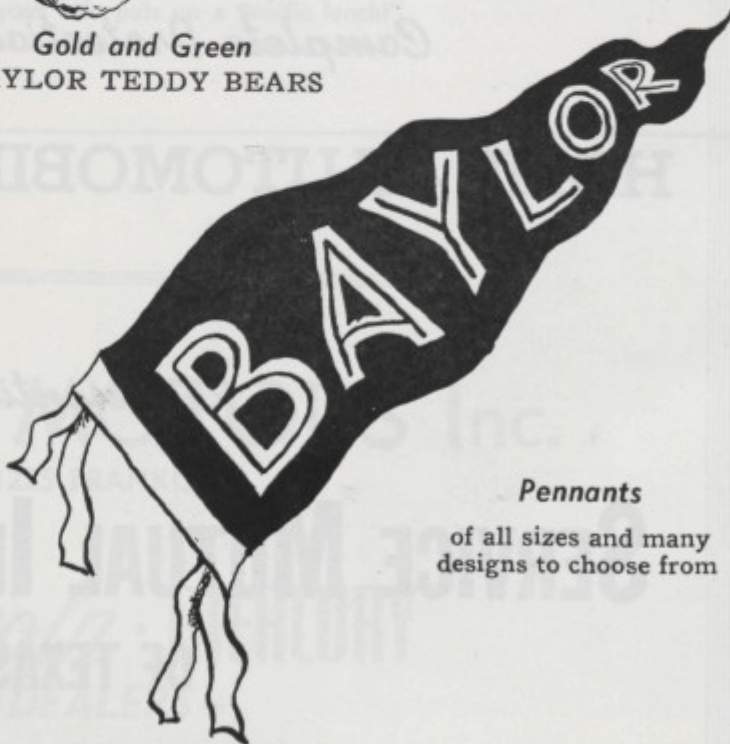
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Class Rings
for any previous or
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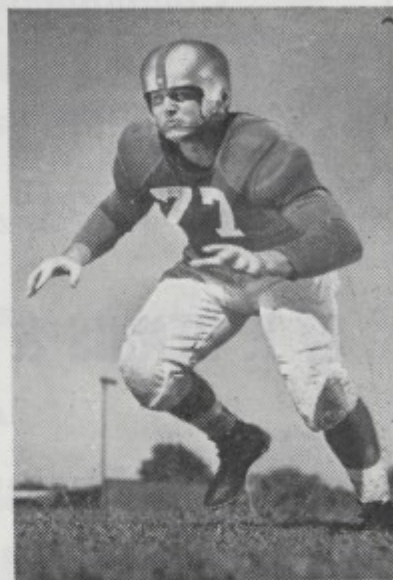
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JOHN CURTIS, Back



FRANK SHANNON, Back



JOHN HANCOCK, Guard



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